

To whom it may concern,  
Please accept my notice of opinion regarding the matter of the National Association of Broadcasters petition 04-160. As I understand the petition, the purpose is to restrict, if not entirely prevent the transmission of localized program material, specifically, weather and news. The reason appears to be the threat of continued loss of local listeners to the satellite services.

I feel my experience may prove informative. I am an XM subscriber, musician, professional, and news/talk radio junkie. I did not subscribe to XM for the local coverage. In fact, I have yet to avail myself of this added service in the Boston area.

With regard to this local coverage, I see the primary benefit to long distance travelers that can now use the XM local weather/news to assist in their travel plans while on the road. If one thinks logically about this, most XM subscribers have little desire to return to the FM/AM stations already. Mandating that local interests be restricted will not likely influence significantly anyone's choice to subscribe or not.

The prime focus of XM's marketing has been and continues to be variety, signal quality, and coverage from east to west. Moreover, the addition of terrestrial repeaters does not expand coverage only ensure signal integrity in dense urban areas.

In closing, I see little issue to pursue this petition. The addition of the local service to XM radio appears to have negligible influence on the core subscriber/potential subscriber base. The influence seems overwhelmingly a matter of programming choice and convenience of signal retention over vast distances. Finally, as in cable television, the advent of cable programming appears to have enhanced local broadcasting quality over time.

Thank you for your time and consideration in my opinions as presented herein. I expect all due diligence will be utilized in pursuit of any resolution.

Sincerely,

Tom Hankins